

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

Ad No. 6736-A1-TOUGH HAND-Req. No. 11033-Page-4/C-Blood-(5-7/8" x 9-1/4")-Theater Program, 1988

Printed in U.S.A.

CU4

A black and white photograph of a man wearing a cowboy hat and a denim shirt, looking down with a serious expression. A cigarette is in his mouth. The Marlboro logo is visible on the left side of the image, and the word "Marlboro" is printed in large, bold letters across the center.

Marlboro

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

16 mg. "tar," 1.0 mg. nicotine av. per cigarette, FTC Report Feb. '85



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